| ***Course Description:*** | Sports and/or Entertainment Marketing is an instructional program that focuses on marketing and management functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time. |  |
| --- | --- | --- |
| ***Classroom Management Plan:*** | **Classroom Management Plan*** Verbal reprimand
* Conference with student with parent contact
* Withdrawal of privilege(s) with parent contact
* Other consequences determined to be reasonable and appropriate by the school administration.

**Cell Phones**Cell phones and earbuds/headphones will not be allowed to be used during classroom instruction time. Phones and earbuds/headphones will be put away in a location designated by the teacher and placed in silent mode. In secondary schools, students will have access to their phones and earbuds/headphones outside of classroom instruction time such as between classes and lunch. Failure to follow these procedures will result in a disciplinary referral to the office. |  |
| ***Grading Policy:*** | Major assessments will count 70 percent of your grade. Homework and classwork will account for 30 percent of your grade. Grades will be updated weekly in PowerSchools. Each grading period will consist of nine weeks.  |  |
| ***Make-up Work Policy:*** | **Make-up tests** will **only** be given to a student who has an **excused absence**. **The student must make arrangements with the teacher to take a make-up test.** **Tests may be taken during Patriot Path with prior arrangement from each teacher.**  A student only has two chances (the next two Patriot Paths after the absence) to make up a test. All make-up tests will be administered in the designated classroom on the Patriot Path session roster.**Homework/Classwork:** Students who are absent for **excused reasons** will be permitted to make up missed work. **It is the student’s responsibility to get their work assignments the day upon return to school and complete the assignments according to a time frame determined by the teacher within two weeks of the date of the last absence**. Grades of zero will be assigned for assignments missed because of unexcused absences. |  |
| ***Materials and*** ***Supplies Needed:*** | Laptops |  |
|  |  |  |
| ***Laptops******Accommodations*** | **Concerning laptop utilization:** 1.Student laptops should not be hard-wired to the network or have print capabilities. 2. Use of discs, flash drives, jump drives, or other USB devices will not be allowed on Madison City computers. 3. Neither the teacher, nor the school is responsible for broken, stolen, or lost laptops. 4. Laptops and other electronic devices will be used at the individual discretion of the teacher.Requests for accommodations for this course or any school event are welcomed from students and parents.  |  |
| **Example: 18 – WEEK PLAN\*** |
| **Days of Teaching Approx. 14** | **Unit 1** Economic Concepts |
| **Days of Teaching Approx. 7** | **Unit 2** Financial Aspects of Business |
| **Days of Teaching Approx. 6** | **Unit 3** Pricing Strategies and Concepts |
| **Days of Teaching Approx. 5** | **Unit 4** Product Planning and Development |
| **Days of Teaching Approx. 7** | **Unit 5** Fundamentals of Marketing |
| **Days of Teaching Approx. 6** | **Unit 6** Promotional Process in Marketing |
| **Days of Teaching Approx. 5** | **Unit 7** Consumer Decision Making |
| **Days of Teaching Approx. 6** | **Unit 8** Introduction to the Sports and Entertainment Industry |
| **Days of Teaching Approx. 4** | **Unit 9** Sports and Recreation Industries |
| **Days of Teaching Approx. 6** | **Unit 10** The Entertainment Industry |
| **Days of Teaching Approx. 7** | **Unit 11** Branding Basics |
| **Days of Teaching Approx. 6** | **Unit 12** Branding: The Sports and Entertainment Industry |
| **Days of Teaching Approx. 3** | **Unit 13** Field Trip: Game Day |
| **Days of Teaching Approx. 8** | **Unit 14** Sports and Entertainment Products |
| **Days of Teaching Approx. 5** | **Unit 15** Sportscape and Special Promotion |
| **Days of Teaching Approx. 7** | **Unit 16** Sponsorship and Endorsements |
| **Days of Teaching Approx. 3** | **Unit 17** Systems of Distributive Channels |
| **Days of Teaching Approx. 4** | **Unit 18** Public and Community Relations |
| **Days of Teaching Approx. 4** | **Unit 19** Media Relations |
| **Days of Teaching Approx. 4** | **Unit 20** Publicity: The Dangers and Benefits |

**\*This is a tentative plan and may change at the discretion of the teacher.**

**Please sign below to acknowledge that you have received, read, and understood the syllabus.**

**Student name**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Student signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Parent/guardian name**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Parent/guardian signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Parent/guardian, please provide two ways for me to contact you (email address, phone numbers):**

Parent/guardian Email:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Parent/Guardian Phone number:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_